



# THE MOBILE FIRST APPROACH

"prepares you for the explosive growth and new opportunities on the mobile internet,

forces you to focus,

enables you to innovate in ways you previously couldn't."

Luke Wroblewski (Mobile First, 5)



# THE MOBILE FIRST APPROACH

Focus on the most important things:

Simplify content

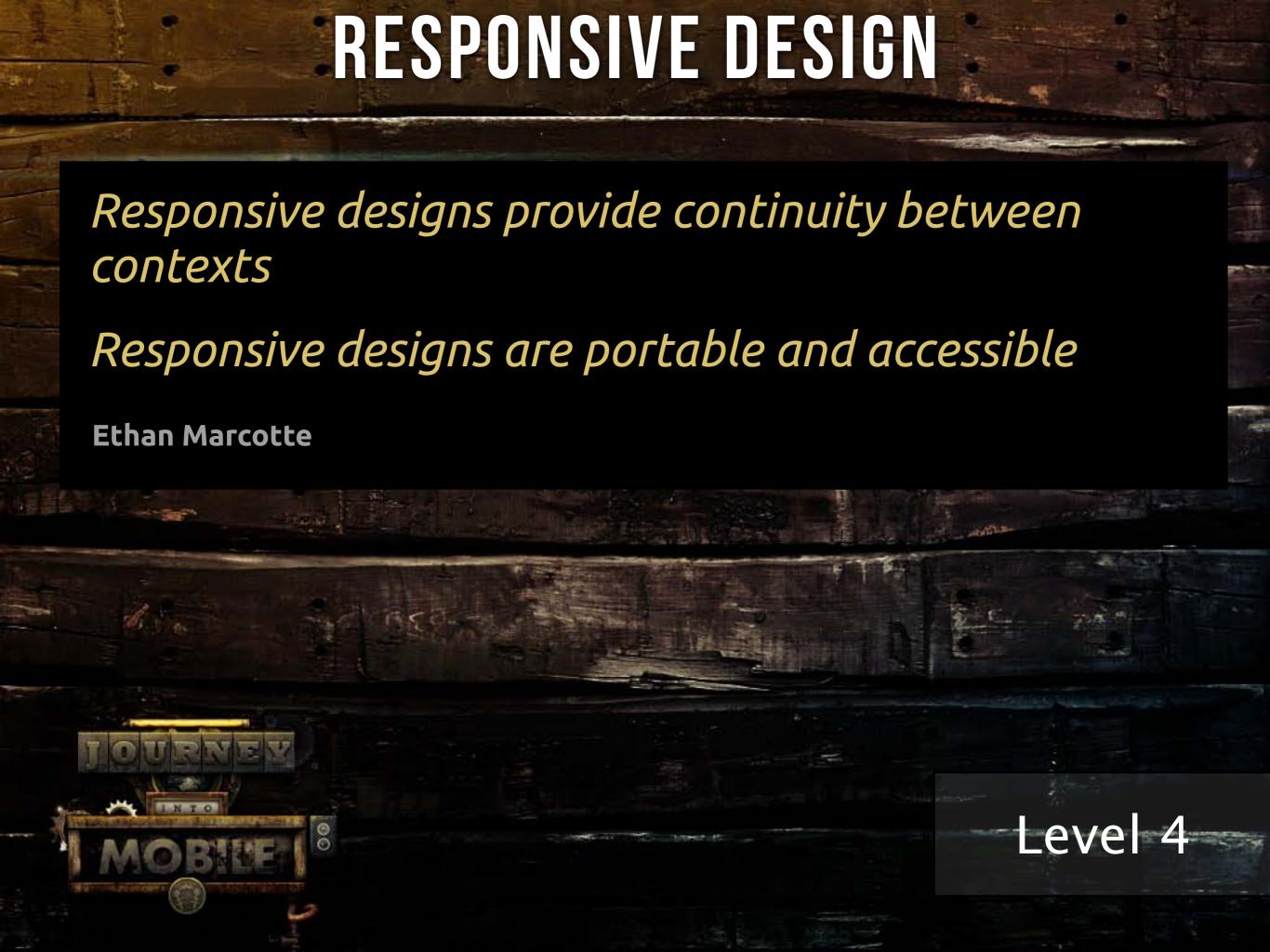
Prioritize layout

Optimize user experience



Level 4



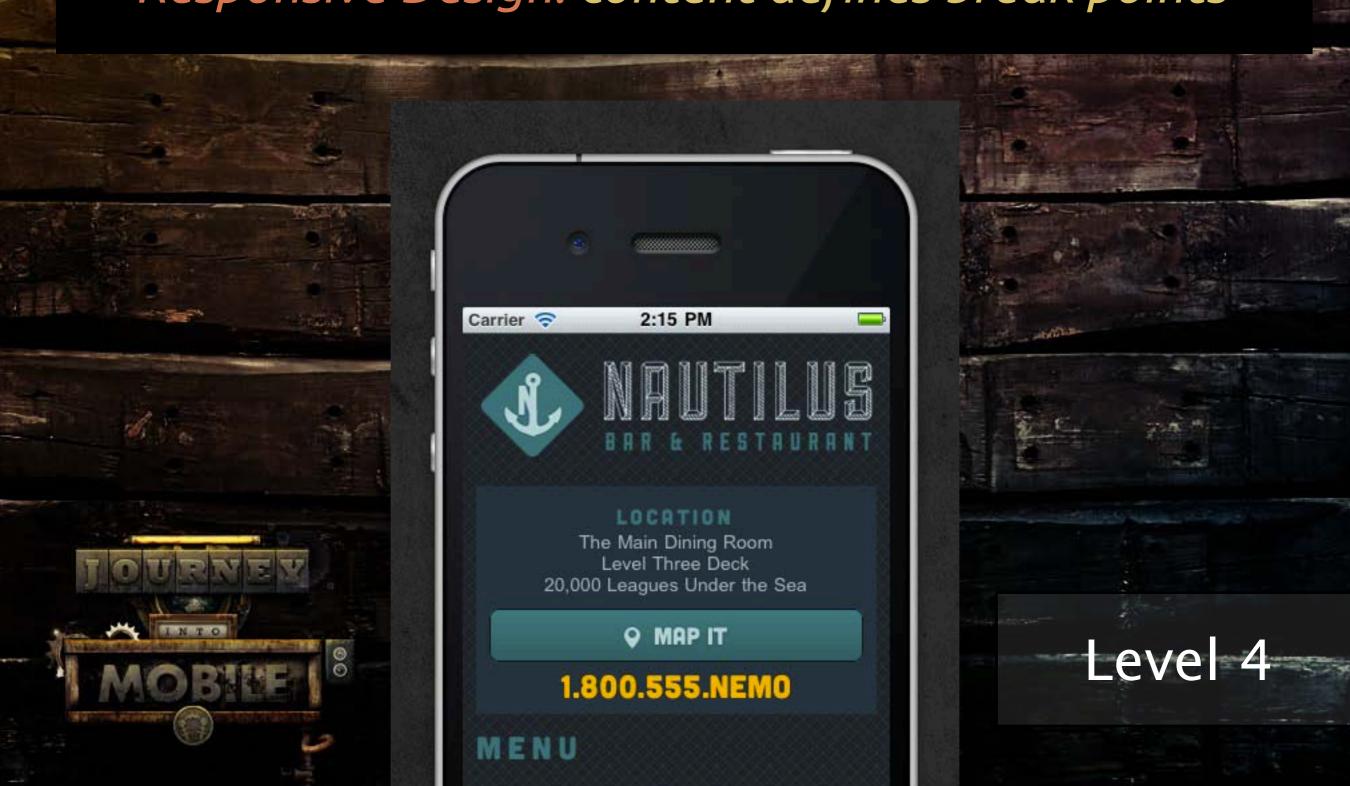




- 1. Fluid Layouts —> limitations with viewport size
- 2. Adaptive Design —> doesn't cover universal web
- 3. Responsive Design —> flexible and universal



# RESPONSIVE APPLIED Responsive Design: content defines break points





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#### LOCATION

The Main Dining Room Level Three Deck 20,000 Leagues Under the Sea MAP IT

1.800.555.NEMO

MENU

# BEVERAGES

#### RED WINE

Chateau Lafite Rothschild 1865, Pauillac

> Chateau Latour 1852, Pauillac

> Dow's Port 30yr 1840, Portugal

#### WHITE WINE

Chateau d'Yquem 1811, Sauternes

Chateau Petrus 1840, Pomerol

Weingut Keller 1865, Reisling

## CUISINE

#### FIRST

Preserve of Sea Cucumber in milk of the Cetacea

#### SECOND

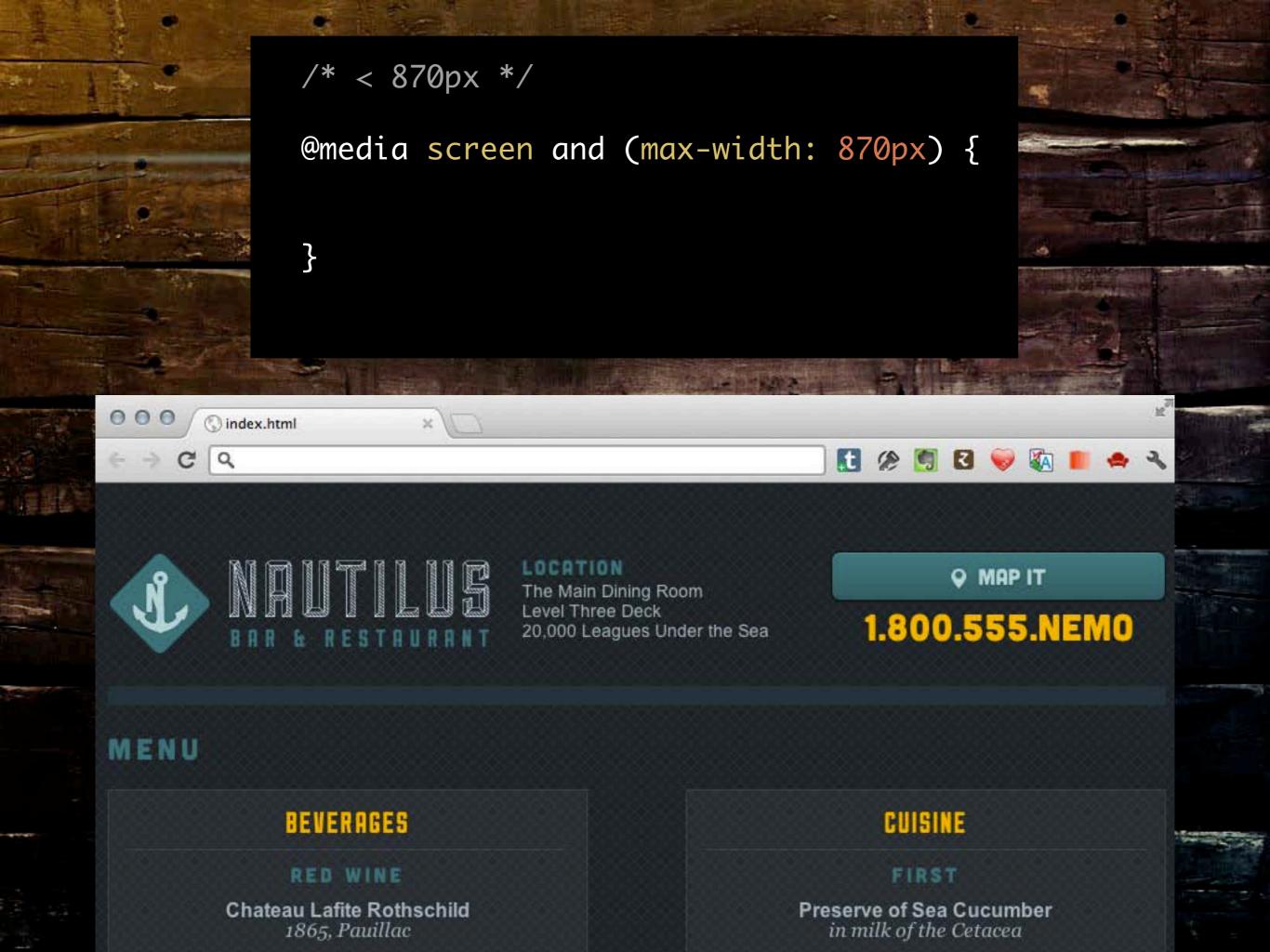
Braised Octopus in Port & Ink reduction

#### THIRD

Filet of Yellowtail on seawood slaw

#### FOURTH

Fruit of the Anemone with North Sea Fucus Sugar



```
< 870px */
@media screen and (max-width: 870px) {
  /* ---- Header ---- */
  h1 {
     background: url(images/logo_l.png) no-repeat;
     height: 105px;
                                             O O O O Index.html
     margin: 0 auto;
                                             ( ) C Q
                                                                                               R & B & W
     width: 400px;
                                                                          LOCATION
                                                                                                        MAP IT
                                                                          The Main Dining Room
 .location {
                                                                          Level Three Deck
                                                                                                 1.800.555.NE
                                                                          20,000 Leagues Under the Sea
     background-color: #26343e;
     float: none;
     min-height: 85px;
                                             MENU
     margin: 0 auto;
                                                         BEVERAGES
                                                                                                   CUISINE
     margin-top: 20px;
                                                         RED WINE
                                                                                                   FIRST
     padding: 10px;
                                                     Chateau Lafite Rothschild
                                                                                             Preserve of Sea Cucumber
     text-align: center;
                                                         1865, Pauillac
                                                                                               in milk of the Cetacea
                                                        Chateau Latour
                                                                                                  SECOND
                                                         1852, Pauillac
                                                                                                Braised Octopus
                                                        Dow's Port 30yr
                                                                                               in Port & Ink reduction
                                                         1840, Portugal
                                                                                                   THIRD
                                                        WHITE WINE
                                                                                                Filet of Yellowtail
```

Chateau d'Yguem

on seawood slaw



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#### LOCATION

The Main Dining Room Level Three Deck 20,000 Leagues Under the Sea



1.800.555.NEMO

# MENU

# BEVERAGES

#### RED WINE

Chateau Lafite Rothschild 1865, Pauillac

> Chateau Latour 1852, Pauillac

Dow's Port 30yr 1840, Portugal

#### WHITE WINE

Chateau d'Yquem 1811, Sauternes

Chateau Petrus

# CUISINE

#### FIRST

Preserve of Sea Cucumber in milk of the Cetacea

#### SECOND

Braised Octopus in Port & Ink reduction

#### THIRD

Filet of Yellowtail on seawood slaw

FOURTH

# BEVERAGES

#### RED WINE

Chateau Lafite Rothschild 1865, Pauillac

> Chateau Latour 1852, Pauillac

Dow's Port 30yr 1840, Portugal

#### WHITE WINE

Chateau d'Yquem 1811, Sauternes

Chateau Petrus 1840, Pomerol

Weingut Keller 1865, Reisling

# 768px

# CUISINE

#### FIRST

Preserve of Sea Cucumber in milk of the Cetacea

#### SECOND

Braised Octopus in Port & Ink reduction

#### THIRD

Filet of Yellowtail on seawood slaw

#### FOURTH

Fruit of the Anemone with North Sea Fucus Sugar

```
/* < 768px */
@media screen and (max-width: 768px) {
  /* ---- Section ---- */
  .box {
    padding: 10px;
   margin: 20px auto;
   width: inherit;
   ---- Beverages ---- */
  .beverages {
    float: none;
  }
  /* ---- Cuisine ---- */
  .cuisine {
    float: none;
  }
```

#### MENU

# BEVERAGES

#### RED WINE

Chateau Lafite Rothschild 1865, Pauillac

> Chateau Latour 1852, Pauillac

Dow's Port 30yr 1840, Portugal

#### WHITE WINE

Chateau d'Yquem 1811, Sauternes

Chateau Petrus 1840, Pomerol

Weingut Keller 1865, Reisling

#### CUISINE

#### FIRST

Preserve of Sea Cuc in milk of the Ceta

#### SECOND

**Braised Octopu** in Port & Ink reduc

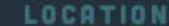
#### THIRD

Filet of Yellowta on seawood slav

#### FOURTH

Fruit of the Anemo with North Sea Fucus





The Main Dining Room Level Three Deck 20,000 Leagues Under the Sea



1.800.555.NEMO

# MENU

# BEVERAGES

## RED WINE

Chateau Lafite Rothschild 1865, Pauillac

> Chateau Latour 1852, Pauillac

Dow's Port 30yr 1840, Portugal

#### WHITE WINE

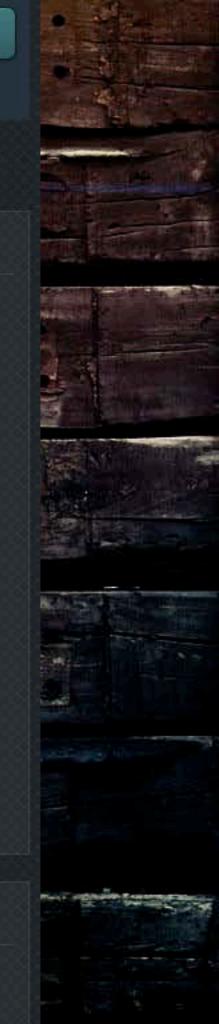
Chateau d'Yquem 1811, Sauternes

Chateau Petrus 1840, Pomerol

Weingut Keller 1865, Reisling

# CUISINE

FIRST







## LOCATION

The Main Dining Room Level Three Deck 20,000 Leagues Under the Sea

MAP IT

1.800.555.NEMO

510px

MENU

# BEVERAGES

# RED WINE

Chateau Lafite Rothschild 1865, Pauillac

> Chateau Latour 1852, Pauillac

Dow's Port 30yr 1840, Portugal

## WHITE WINE

Chateau d'Yquem 1811, Sauternes

Chateau Petrus



# RESPONSIVE APPLIED:

```
/* < 480 px */
@media screen and (max-width: 480px) {
/* < 510px */
@media screen and (max-width: 510px) {
```



Level 4







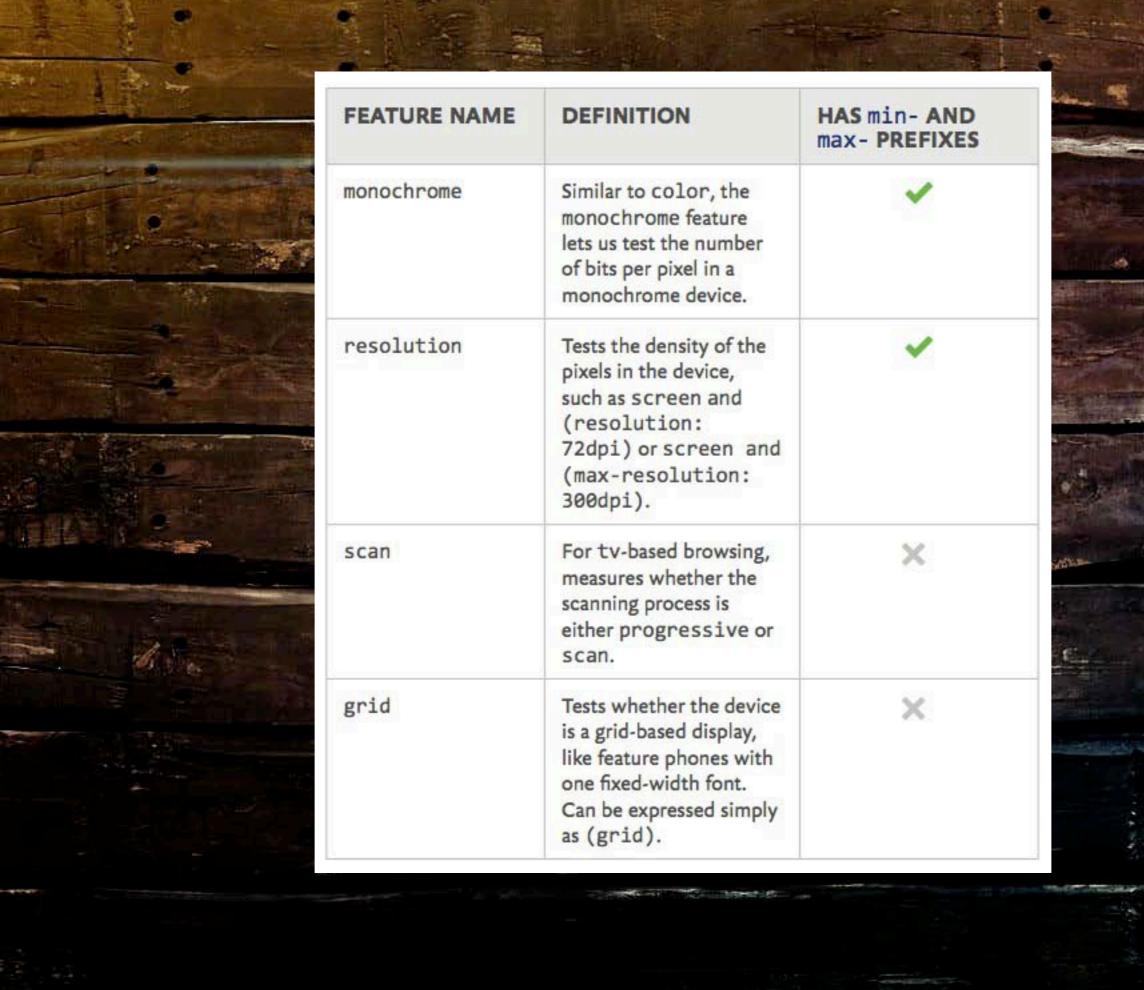




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| FEATURE NAME            | DEFINITION  | HAS min- AND<br>max- PREFIXES |
|-------------------------|---|-------------------------------|
| orientation             | Accepts portrait or landscape values.   | ×                             |
| aspect-ratio            | Ratio of the display area's width over its height. For example: on a desktop, you'd be able to query if the browser window is at a 16:9 aspect ratio.                                 | ~                             |
| device-aspect-<br>ratio | Ratio of the device's rendering surface width over its height. For example: on a desktop, you'd be able to query if the screen is at a 16:9 aspect ratio.                             | *                             |
| color                   | The number of bits per color component of the device. For example, an 8-bit color device would successfully pass a query of (color: 8). Non-color devices should return a value of 0. | *                             |
| color-index             | The number of entries in the color lookup table of the output device. For example, @media screen and (min-color-index: 256).  | ~                             |







# ADVANCED MEDIA QUERIES

```
/* Portrait */
@media screen and (orientation:portrait) {
    /* Portrait styles */
}
```

```
/* Landscape */
@media screen and (orientation:landscape) {
   /* Landscape styles */
}
```